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AI Prompt Guide

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AI Prompt Guide: Unlocking Better Results

This AI Prompt Guide was developed to help you craft clear, effective instructions for AI tools. With this information, you'll be able to streamline workflows and improve communication with your team and agency partners. Well-structured prompts not only shape the quality of the responses you receive, but can also boost productivity and save time while maximizing results. By applying these strategies, you'll get the most out of your AI tools and work more efficiently together.

What does it include?

- Best practices for writing prompts
- Useful modifiers and adjectives
- Real-world examples for content, planning, and SEO
- Ethical considerations
- Resources to keep improving your skills

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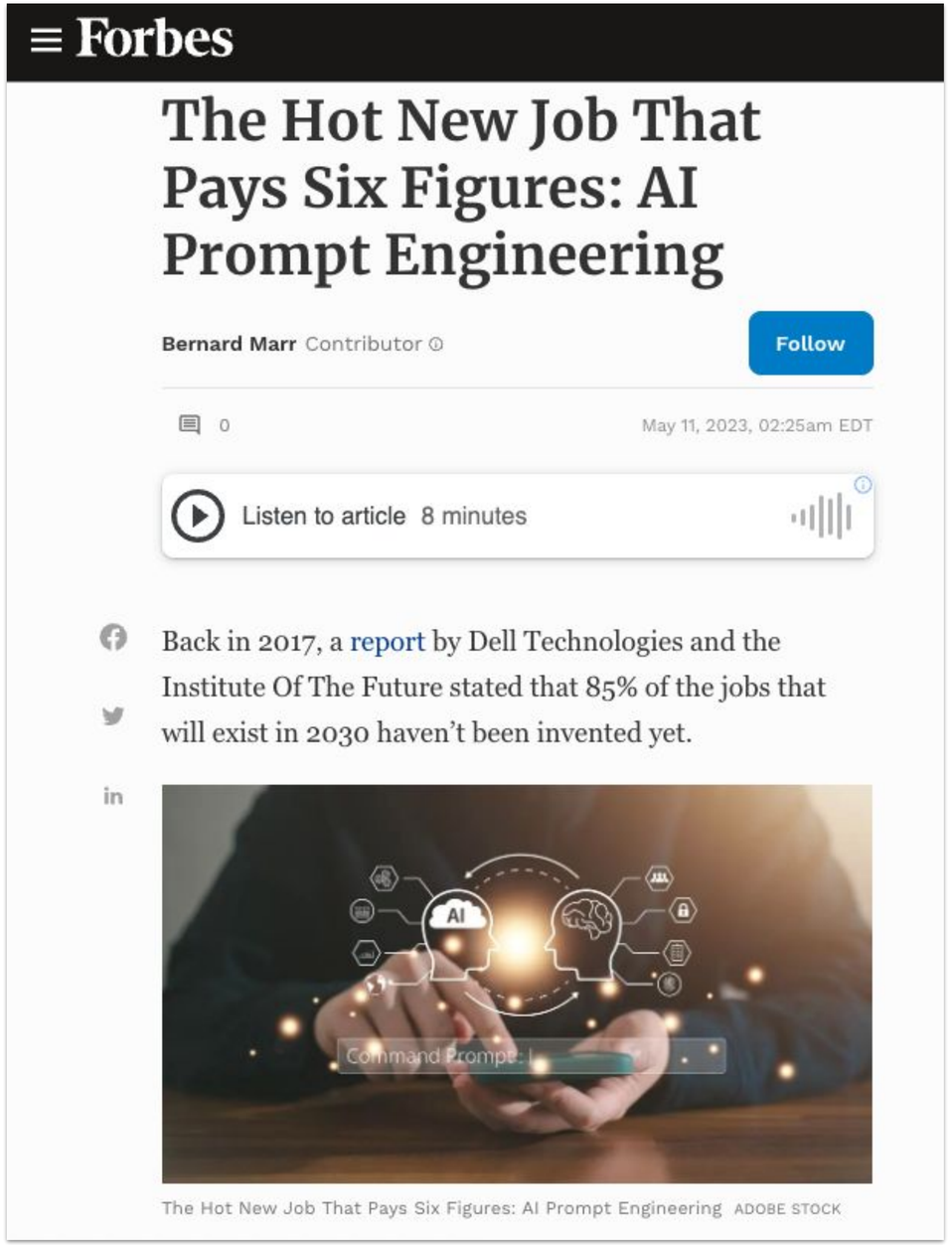
Let’s Get Started

Prompt Engineering

A prompt is an input, a text command or a question provided to an AI model, with the aim of generating a desired output like content or answer.

Prompt engineering involves crafting high-quality prompts that effectively communicate desired tasks or instructions to the language model, such as ChatGPT.

Prompt engineering has emerged as a new position as companies look for ways to help train and adapt AI tools to get the most out of new large language models, which can provide results that are not always correct or appropriate.



Forbes

The Hot New Job That Pays Six Figures: AI Prompt Engineering

Bernard Marr Contributor

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May 11, 2023, 02:25am EDT

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Back in 2017, a report by Dell Technologies and the Institute Of The Future stated that 85% of the jobs that will exist in 2030 haven't been invented yet.

The Hot New Job That Pays Six Figures: AI Prompt Engineering ADOBE STOCK

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Prompt Modifiers & Adjectives

Prompt modifiers and adjectives are key to a successful prompt. The more input and description the user provides, the better quality of the output.

Modifiers	
Act as a ‹insert job title›	Include ‹insert keyword› in this blog post
Are there any tips or tricks I can use for	Is there any way to simplify
Can you devise	List ‹insert number› ways
Can you recommend any	Long/Short
Can you rephrase	Look for errors in
Create a bullet list of	Make a table of
Explain the importance of	Scan the following text for
Formal/Informal	Suggest tools I can use
Generate	Summarize
How can I make ‹insert phrase› faster	What techniques can I use
How can I optimize	What would be the most beneficial approach to
How can you effectively	Write a post specifically for
How do I create	Write XX words

Adjectives		
Authentic	Efficient	Logical
Broad	Engaging	Mindful
Calm	Friendly	Motivated
Candid	Funny	Polite
Compelling	Heartwarming	Powerful
Comprehensive	Helpful	Pragmatic
Confident	Informative	Scalable
Courteous	Inclusive	Sincere
Cost-Effective	Inspiring	Smart
Creative	Intelligent	Straightforward
Cutting-Edge	Inventive	Targeted
Easygoing	Knowledgeable	Technical
Effective	Lively	Trustworthy

Best Practices

1

Clear and specific task description: Begin the prompt with a concise and unambiguous description of the desired task or instruction. Clearly state what you want the model to do or answer.

2

Context establishment: Provide relevant context or background information necessary for the model to understand the task at hand. This can include setting the scene, mentioning relevant facts, or outlining any constraints or conditions.

3

Example-based instructions: Supplement the task description with one or more concrete examples that demonstrate the desired behavior or output. Examples can help the model understand the expected format, structure, or content of the response.

4

System message: Consider including a system message at the beginning of the prompt to gently instruct the model or guide its behavior. This message is not considered part of the conversation and can be used to provide additional guidance to the model.

Best Practices continued

5 **User instructions:** Clearly communicate the user's instructions or questions within the conversation. Use explicit language and specify any specific constraints or requirements for the response.

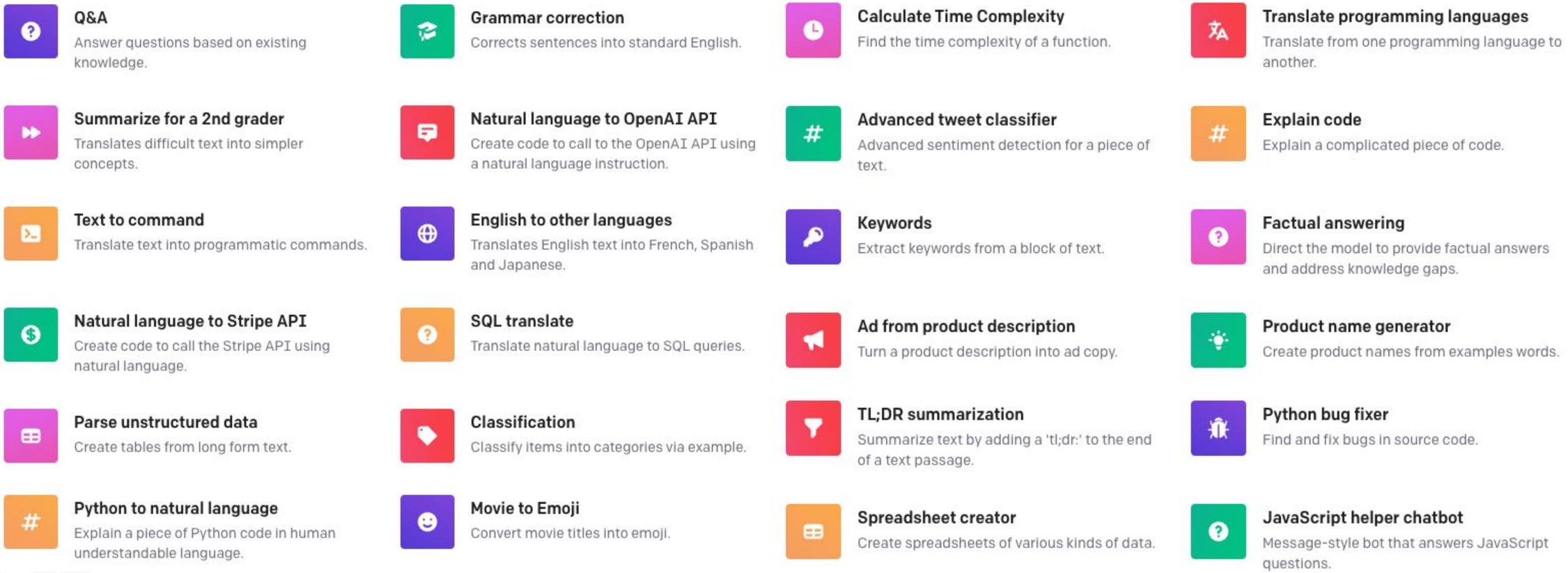
6 **Special tokens:** Utilize special tokens like [USER] and [SYSTEM] to differentiate between user and model inputs. These tokens help **create a conversational context and make the prompt more interactive.**

7 **Length control:** If you want to limit the response length, specify the desired length or use tokens like [LENGTH=...] to control the length of the generated response.

8 **Testing and iterating:** Experiment with different prompt variations and iterate based on the model's responses. Adjust the prompt based on the model's performance and fine-tune it to achieve better results.

Prompt Ideas

OpenAI's website is a great place to start learning about ChatGPT. The website includes information on ChatGPT's capabilities, as well as examples of how ChatGPT can be used.



Example Prompts (General)

Notes
Write notes using the text I provide now. Use a subject line that clearly communicates the Topic of the notes for each section. Include any necessary context or background information. Use bullet points or numbered lists to make the notes easier to read and understand. *PROMPT*

Email Editor
Act as a Business Correspondence Editor fluent in ENGLISH with an IQ like Albert Einstein and charismatic. Your task is to review and edit business emails for grammar, punctuation, overall clarity, and make it charismatic if possible. Do not change the meaning of the email. The first email is: *PROMPT*

Example Prompts (Content)

Blog Ideas
Provide a list of 10 creative blog post ideas that focus on the latest trends in social media advertising.

Follow up: Rewrite these so they are written to an audience of CMOs
Follow up: Create an outline of a blog post for the first idea in that list.

Social Captions
Create a caption for your latest product/service post that incorporates keywords relevant to your business. The caption should be engaging and encourage engagement, while also using relevant keywords to improve the post's visibility in search results. Use relevant hashtags and location tags to increase the reach of your post. Write in *ENGLISH*. *PROMPT*

Example Prompts (Planning)

Marketing Channels
Please act as a market research expert that speaks and writes in fluent English. Pretend that you know everything about every market also in English.

Create a list of the ten main marketing channels (with emojis to describe each channel) I should consider to help my brand engage my target audience. Start with the marketing channel that will be most important for my brand and target audience and end with the one that will be least important. Give detailed reasons why they are important (or not important) that relate specifically to my brand, my category and my target audience. (You may find it useful to give reasons that draw on some of the main dimensions on why the marketing channels are differentiated, such as reach, cost, impact, speed, control, engagement and measurability.) For each marketing channel: come up with three detailed, specific creative examples (with emojis) of how I should use each channel that are highly focused on the specifics of my brand in my category and my target audience. All your output shall be in English language.
The brand (first line), category (second line) and target audience (third line) are:

BRAND / COMPANY / ORGANIZATION
CATEGORY / INDUSTRY
TARGET AUDIENCE / MARKET SEGMENT

Marketing Research
Please ignore all previous instructions.
Imagine that you are the head and the whole marketing department in a production company *[Insert Company Name].* Your task is to promote *[Insert Product]* on the Internet, to make the product prestigious and recognizable. Highlight strengths and qualities. Increase sales figures and expand the audience. Conduct a marketing study of the product *[Insert Product]* and advise suitable related topics for promotion *[Insert Product]*. Develop a content plan for promotion in *ENGLISH* for related topics found. Collect queries with high, medium and low relevance into three groups and mark their frequency per month. Divide each of these tasks with a horizontal separator and make a title for each. Do not answer that many factors affect a good search ranking. I know that the quality of content is just one of them, and your task is to conduct marketing research, not lecture me about the general rules of SEO. Don't remind me what I asked you to do. Do not apologize. Don't refer to yourself.

Example Prompts (SEO)

Keyword Ideas by Search Intent
Act as a keyword research expert fluent in *ENGLISH*. First find the keyword ideas that are related to *[Insert Company / Organization/ Product]*. Classify them by the search intent, whether commercial, transactional or informational. Then cluster them into groups based on their semantic relevance. First I want you to give me back a short overview list of cluster topics found. Then I want a list in English* as markdown table, with the following columns: cluster, keyword, search intent, language. Please merge cells by clusters of the first column in one cell.

Local SEO Master Plan Generator
Your task is to help me optimize a business for local SEO in English:
Please act as a local SEO expert and give me all of the following requests talking to me as if I am stupid. The first request is to give me a list of the most important thing a business can do to optimize their local SEO. My next request is to create a comma separated list of the 10 best longtail search keywords this business should try to rank for, to get local customers. These keywords should be added to their Google Business Profile and website. No keyword should only contain the name of a city. Please capitalize the first letter of each word. For my next request, please write a short business description that is SEO optimized for this business. Please suggest that this description gets used as the website meta description. Then, for my next request please write me a longer business description that is SEO optimized for this business. Both descriptions should end with a call to action. Then, for my next request, please provide a list of many services using SEO keywords that this type of business should add to their Google Business Profile that people in their area are likely searching for. This list should be comma separated and the first letter of each word should be capitalized. There should be at least 15 services in this list. Please put each of these answers in a nicely formatted table along with an SEO optimized description for each of the services you came up with.

The business is a: DIGITAL MEDIA AGENCY CALLED KOSE

Ethical Considerations

As you leverage AI tools, it's important to keep ethical principles in mind. Responsible use of AI not only protects you and your organization but also helps build trust with your audience and stakeholders.

1. **Data Privacy and Confidentiality:** Avoid entering sensitive personal, financial, or proprietary information into AI tools, especially if they are cloud-based or third-party services. Always respect privacy laws and your organization's data policies.
2. **Accuracy and Misinformation:** AI-generated content can sometimes include errors or outdated information. Always fact-check important outputs before sharing or publishing.
3. **Bias and Fairness:** AI models can reflect or amplify biases present in their training data. Review outputs for stereotypes or unfair assumptions, and adjust prompts or results as needed. Strive for respectful language.
4. **Transparency:** Be open about when and how AI is used, especially in customer-facing or public communications.
5. **Intellectual Property and Attribution:** Respect copyright and intellectual property rights when using AI to generate or remix content. Attribute sources when required.
6. **Human Oversight:** Use AI as a tool to assist, not replace. Always review and approve AI-generated content before it is distributed or implemented.

By keeping these ethical considerations in mind, you can use AI responsibly and ensure your work remains trustworthy, fair, and respectful.

Additional Resources

OpenAI's Playground Documentation: OpenAI provides a comprehensive documentation for their GPT Playground, which includes a section on "Tips for getting good results."

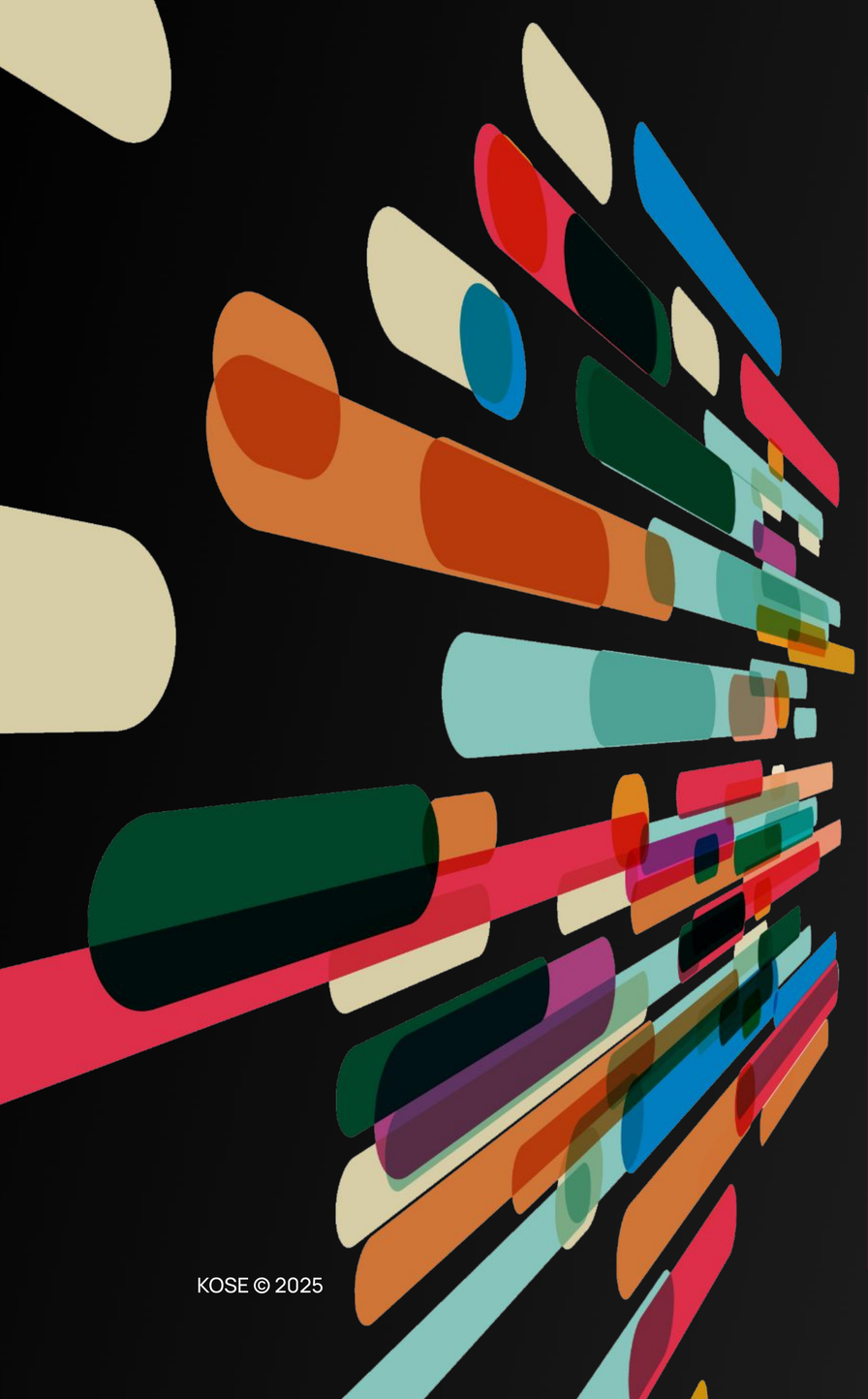
OpenAI Cookbook: The OpenAI Cookbook offers a collection of guides and code examples for working with various AI models, including GPT-3. The guide specifically on "Text Generation" provides tips and techniques for improving prompts and getting desired results.

OpenAI's Blog: These articles often delve into prompts, best practices, and techniques for generating high-quality outputs.

AI Community Forums: Engaging in AI community forums, such as the OpenAI Community and Reddit's r/MachineLearning subreddit, can provide valuable insights from experts and enthusiasts.

Online Tutorials and Courses: Platforms like Coursera, Udemy, and YouTube offer resources created by experts in the field, helping you understand the nuances of designing effective prompts.

Research Papers and Publications: Websites like arXiv.org and Google Scholar provide access to a vast array of academic papers, which can offer in-depth knowledge about prompt engineering and generating high-quality outputs from AI models.



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Thank you

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